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Attorneys for Plaintiff  
*Athalonz, LLC*

**UNITED STATES DISTRICT COURT**  
**NORTHERN DISTRICT OF CALIFORNIA**  
**SAN FRANCISCO DIVISION**

ATHALONZ, LLC,  
  
Plaintiff,  
  
v.  
  
UNDER ARMOUR, INC.,  
  
Defendant.

Case No. 3:23-mc-80324-LJC

**DECLARATION OF CONNOR S.  
HOUGHTON IN SUPPORT OF  
PLAINTIFF'S SUPPLEMENTAL BRIEF**

1 I, Connor S. Houghton, declare as follows:

2 1. I am an attorney at Reichman Jorgensen Lehman & Feldberg LLP, counsel for  
3 Plaintiff Athalonz, LLC in the above-referenced action. I am admitted to the bar of the District of  
4 Columbia and Massachusetts. I have been admitted to appear in the underlying case pending in the  
5 Eastern District of Texas and in this case *pro hac vice*. I make this declaration of my own personal  
6 knowledge and, if compelled to testify, I could and would testify competently thereto. I submit this  
7 declaration in support of Plaintiff's Supplemental Brief.  
8

9 2. Attached as **Exhibit D** is a copy of UA0011737, which is an internal Under Armour  
10 document produced in the underlying litigation on April 1, 2024. Under Armour produced this  
11 document as RESTRICTED – ATTORNEYS' EYES ONLY under the Protective Order in the  
12 Eastern District of Texas.  
13

14 3. Attached as **Exhibit E** is a copy of UA0011825, which is an internal Under Armour  
15 photograph produced in the underlying litigation on April 1, 2024. Under Armour produced this  
16 document as RESTRICTED – ATTORNEYS' EYES ONLY under the Protective Order in the  
17 Eastern District of Texas.  
18

19 4. Attached as **Exhibit F** is a copy of UA0011868, which is an internal Under Armour  
20 document produced in the underlying litigation on April 1, 2024. Under Armour produced this  
21 document as RESTRICTED – ATTORNEYS' EYES ONLY under the Protective Order in the  
22 Eastern District of Texas.

23 5. Attached as **Exhibit G** is a copy of UA0011995, which is an internal Under Armour  
24 photograph produced in the underlying litigation on April 1, 2024. Under Armour produced this  
25 document as RESTRICTED – ATTORNEYS' EYES ONLY under the Protective Order in the  
26 Eastern District of Texas.  
27  
28

1           6. Attached as **Exhibit H** is a copy of UA0012072, which is an internal Under Armour  
2 document produced in the underlying litigation on April 1, 2024. Under Armour produced this  
3 document as RESTRICTED – ATTORNEYS’ EYES ONLY under the Protective Order in the  
4 Eastern District of Texas.

5           7. Attached as **Exhibit I** is a copy of UA0012076, which is an internal Under Armour  
6 email produced in the underlying litigation on April 1, 2024. Under Armour produced this document  
7 as RESTRICTED – ATTORNEYS’ EYES ONLY under the Protective Order in the Eastern District  
8 of Texas.

9           8. Attached as **Exhibit J** is a copy of UA0012138, which is an internal Under Armour  
10 photograph produced in the underlying litigation on April 1, 2024. Under Armour produced this  
11 document as RESTRICTED – ATTORNEYS’ EYES ONLY under the Protective Order in the  
12 Eastern District of Texas.

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16 I declare under penalty of perjury under the laws of the United States of America that the foregoing  
17 is true and correct to the best of my knowledge.

18  
19  
20 Executed on the 16th day of April, 2024.

21                               /s/ Connor S. Houghton  
22                               Connor S. Houghton (*pro hac vice*)  
23                               REICHMAN JORGENSEN LEHMAN  
24                               & FELDBERG LLP